



U.S. AIR FORCE/U.S. SPACE FORCE BUSINESS SUMMARY

It is mandatory to submit a complete business summary each year to the Air Force & Space Force Intellectual Property Management Office. The business summary package reflects on the past year with our Brands and looks forward to the upcoming years.

Items marked with an asterisk (*) are compliance items from your license agreement.

The completed package should be marked “Confidential” and emailed to licensing@us.af.mil. Please keep the file size below 10 MB.

Following the outline below, answer each bulleted item beneath the 11 headers.

1. Company

a) Give a brief description of your company, including your company’s mission, any involvement in community outreach/volunteerism, and your products’ target audience(s).

2. Products

- a) Did your Air Force/Space Force-branded product line meet your expectations? Why or why not?
b) Submit a spreadsheet of your current Air Force/Space Force inventory. Indicate on the spreadsheet if each product has a source document showing its approval.* (This is most easily accomplished by providing the DLH submission ID number for the product.). For any product missing approval, upload a mockup of the item into the approval portal for our review. (Refer to the “How-To Guides” in DLH’s “[Resources](#)” tab for instructions on how to submit artwork and production samples.)

3. Market Analysis

- a) Tell us about total sales (not just Air Force/Space Force) reported for your industry last year and your percentage of those sales.
b) Identify your top ten products. (Does not have to be Air Force/Space Force products.)

4. Sales Analysis

- a) Provide your total annual sales of Air Force-branded merchandise for each category.
b) Provide your total annual sales of Air Force-branded merchandise for each distribution channel.
c) Provide your total annual sales of Space Force-branded merchandise for each category.
d) Provide your total annual sales of Space Force-branded merchandise for each distribution channel.
e) Provide a good faith estimate of net sales, by distribution channel, for the calendar year (2022) for Air Force-branded merchandise.
f) Provide a good faith estimate of net sales, by distribution channel, for the calendar year (2022) for Space Force-branded merchandise.
g) List your minimum royalty guarantee for 2021 (found in the Licensee Rights Appendix in your license). Identify if you did or did not meet the minimum sales and the MRG.

5. Sales Strategy

- a) Describe your current sales strategy. Include a comprehensive list of all companies you used in the previous year in each distribution channel for your Air Force/Space Force merchandise.*
- b) Explain how your sales strategy will evolve in the upcoming year. How will you increase your sales of Air Force/Space Force merchandise? Identify any barriers to gaining market shares.

6. Air Force/Space Force Merchandise Marketing

- a) Describe how you implemented your Air Force/Space Force promotional commitment into your marketing/advertising budget last year.* (Your minimum promotional commitment can be found in the Table of Exhibits in your license.)
- b) List any trade shows where you displayed/promoted your Air Force/Space Force merchandise. Include photos of Air Force/Space Force products on display, if available.
- c) Identify any additional avenues you will use in the upcoming year to market your Air Force/Space Force merchandise.

7. Social Responsibility

- a) **Ensure current social compliance audits for factories (or membership credentials) are uploaded into DLH as required by your Manufacturer's Agreement.*** (Refer to the "How-To Guides" in DLH's "[Resources](#)" tab for instructions on how to submit and disclose a manufacturer.)

8. Quality Control

- a) Describe your quality control process.
- b) Describe your process for preventing unauthorized manufacturing/selling of Air Force/Space Force products by your manufacturers.
- c) Ensure your most recent Certificate of Insurance that names the Department of the Air Force as an additional insured is uploaded into DLH. (Refer to the "How-To Guides" in DLH's "[Resources](#)" tab for instructions on how to upload the COI.)
- d) List any retailer/consumer inquiries and feedback related to your Air Force/Space Force product line.*

9. Historical Analysis

- a) How was your experience with the Air Force/Space Force Brands during the previous year? Consider ability to meet minimum royalties, challenges faced selling the Brands, support from the Air Force/Space Force licensing staff, ease of entering the distribution channels, etc.

10. Goals

- a) Share the goals for the upcoming year for Air Force/Space Force merchandise.
- b) If you have any new products, distribution channels, or properties you'd like for us to consider adding to your license, submit a request through DLH. Navigate to License Management → Submit New Request → Select the Brand and the Request Type → Complete the form → Submit
- c) If you have any new manufacturers you'd like for us to consider adding to your license, submit the request through DLH. Refer to the "How-To Guides" in DLH's "[Resources](#)" tab for instructions on how to submit and disclose a manufacturer.

11. Supplemental/supporting documents

- a) Submit any documents you feel supports your business summary.